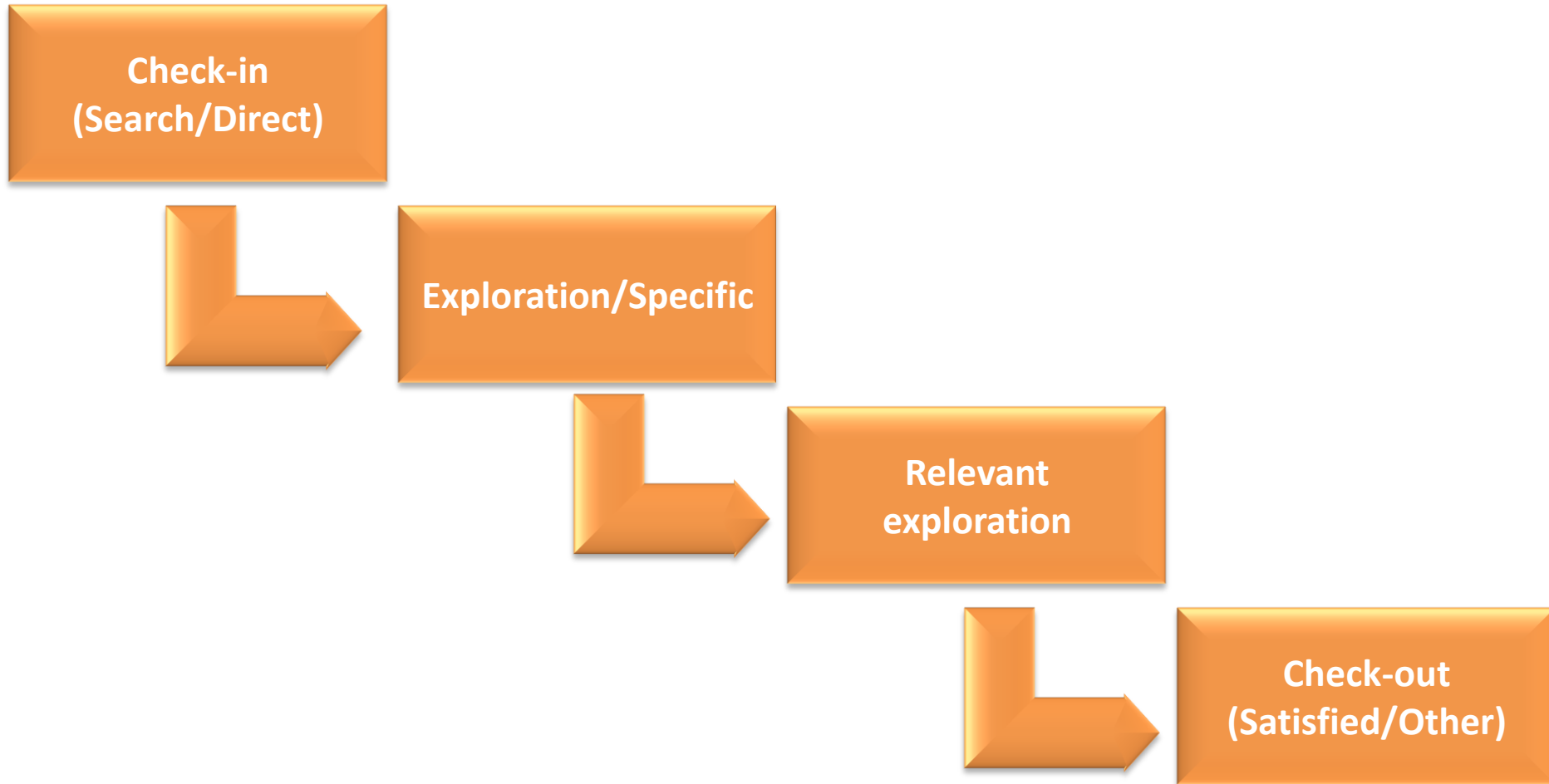


Web Analytics – Approach

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Waterfall model of web visit



Salmon run



Source: http://www.alternet.org/files/story_images/salmon_run.jpg

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Salmon run model of Web analytics

